

**ABSTRACT**

A method for manufacturing a laundry additive article wherein a polymerizable or crosslinkable dye or particulate soil absorber is applied to one face of a substrate web and a cross-linker is separately applied to the coating of the dye or particulate soil absorber to cross-link the dye or particulate soil absorber on the substrate such that the dye or particulate soil absorber does not dissolve in the wash water. In accordance with one embodiment, the dye or particulate soil absorber and the cross-linker are applied as aqueous based solutions. Other laundry additives may be applied to the substrate using other coating techniques and particularly as a waxy or hot melt composition.